



India

Linking with Dairy Cooperatives for Large-Scale Community-Based Service Delivery

In India, an expanded partnership between dairy cooperatives and the State Innovations in Family Planning Services Agency rapidly increased community-based distribution service delivery to 15 districts covering more than 15 million people.

Overview

CEDPA provides technical assistance as part of a USAID-Government of India bilateral agreement for the Innovations in Family Planning Services (IFPS) Project, a 12-year, \$325 million comprehensive family planning and reproductive health (FP/RH) program in Uttar Pradesh (UP) – India’s most populous state. CEDPA works with the project’s implementing agency, State Innovations in Family Planning Services Agency (SIFPSA), to build the capacity of private-sector organizations and networks to implement quality and sustainable community-based FP/RH services throughout the 33 IFPS Project districts. During the ACCESS project, CEDPA provided technical leadership in the piloting of a community-based distributors (CBDs) model for dairy cooperatives. Under ENABLE, this model was scaled up and sustainability measures were incorporated.

Dairy cooperatives are ideal partners for SIFPSA: they represent one of the largest community-based rural networks in UP and have infrastructure for training and field monitoring, management systems at state, district, and village levels, and a business orientation that ensures quality and commitment to sustainable development. In 1998, CBD services through the dairy cooperatives were tripled following the addition of 10 new subgrants through the IFPS Project. SIFPSA provides dairy cooperatives an initial five-year subgrant to increase the contraceptive prevalence rate (CPR) by five percentage points a year; if the results are promising, it then gives a two-year extension.



Today dairy cooperative-based CBD services cover 15 million people, representing 70 percent of all CBD services for the IFPS Project. About 5,000 female CBD volunteers and 250 female supervisors have been recruited and trained. In addition, doctors have provided periodic FP/RH outreach services.

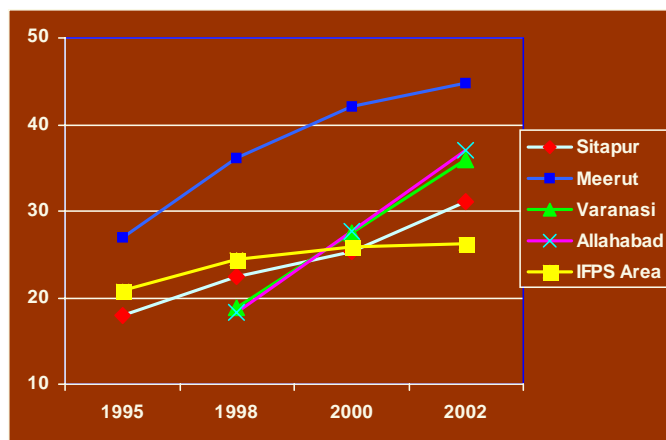
Results

Five dairy cooperative projects have completed five years of implementation, and two projects have completed seven years. According to dairy cooperative records, more than 610,000 childspacing clients are currently being served.

Recently, four external evaluations of dairy cooperative projects were conducted by professional Indian research firms. The findings of these evaluations showed considerable change.

- In the original two pilot districts, CPR almost doubled. In Sitapur District, CPR increased from 18 percent in 1995 to 25 percent in 2000 to 31 percent in 2002. In Meerut, CPR went from 27 percent in 1995 to 42 percent in 2000 to 45 percent in 2002.
- In Varanasi and Allahabad Districts, CPR doubled in just five years — from 18 percent in 1997 to 36 percent in 2002.
- Method mix has shifted from sterilization comprising 70 percent of all contraceptive use to 58 percent condoms, 25 percent pills, 11 percent sterilization, and 6 percent intra-uterine devices (IUDs).
- Social marketing has become widely acceptable. Three in five pill and condom users in the project areas purchase socially-marketed brands from dairy cooperative CBD volunteers.

Increase in CPR, Dairy Cooperative Projects and IFPS Project Area



- In the areas covered by the dairy cooperatives, the CPR increased by an average of three percentage points annually during 1995-2002, or more than four times the increase in the IFPS project area, where CPR has increased 0.9 percentage points annually (see graph above).
- Dairy cooperative CBD volunteers were a major source of FP motivation and supplies; 86 percent of pill users and 76 percent of condom users obtain their commodities through dairy cooperative CBD volunteers.
- To sustain the program benefits, CBD volunteers receive a portion of social marketing profits. Profits are also channeled into funds set aside to pay for district-level program activities.
- Linking with existing networks that have strong community ties and efficient management systems is an effective means of expanding FP/RH community services.
- Scaling up requires that the model be successfully piloted and systems developed, including strong management systems and a management information system; standardized, quality training; village-based supervision; results-oriented implementation; and monitoring.
- Social marketing was successful as a result of direct linkages created between social marketing organizations and the dairy cooperatives.
- A challenge facing the dairy cooperatives is to strengthen their linkages with the public health sector for clinical services.

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